

The says
quatrant,a
crucial aspect
of usability

Studies, captures user input,

The thinks quadrant captures the users thoughts.

Concerns throughout the the experience.

Often including direct quotes from research,

To provide valuable insights.

The does quadrant encloses the users acthons

Refreshingn enclosesn the users actions a page or shopping.



M.Marimuthu
Short
summary of
the persona

THE does quadrant encloses the actions the user takes.

From the research, what does the user physically do?

The saya, thinks and feels quadrants are essential in usability research

Capturing user thoughts, feelings, actions, and emotional states.

How does the user go about doing it?

Refreshes page several times.shops around to compare prices.

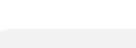
Undersdanding these quatrants helps UX professionals identify inconsistencies and empathy maps.

Providing insights into user needs and preferences.

Feels

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

